

0171.38896X00

REMARKS

Reconsideration with regard to the earlier action taken by the USPTO and allowance of the above-identified application, as currently amended, is respectfully requested.

By the above-made amendments, claims 1, 3, 4, 6, 7, 9-12, 17, 18, 27, 33, 35 and 39 were amended, claim 8 was canceled and claim 43 was newly presented. The amendments implemented to the claims include revisions to each of the independent claims to render them allowable, and, correspondingly, to thereby also render the dependent claims thereof allowable for the same and similar reasons therefor. In this regard, the set forth featured aspects according to dependent claim 8, which was indicated as being directed to an allowable claim combination, was incorporated in connection with each of the above-noted independent claims. For example, with regard to independent claim 1, the featured aspects in claim 8 (now canceled) are now contained in the penultimate subparagraph of claim 1. This can be seen by the set forth language:

"receiving commercial messages from the advertising server, the received commercial messages being selected based on a comparison between the forwarded demographic information of each of the users provided with the access to the global communication data network through the LAN and commercial advertising content at the advertising server"(emphasis added).

Such set forth featured aspects which call for the receiving of commercial messages on the basis of a comparison effected between demographic information and the advertising content at the advertising server is now also specifically set forth with regard to each of the other independent claims, i.e., claims 18, 27, 33 and 39. The additional revisions implemented in the independent claims as well as with regard to a number of the corresponding dependent claims thereof, respectively, are,

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generally of an editorially formatting nature. Additionally, with regard to independent claim 18, the claim was also amended to incorporate featured aspects such as that contained in method claim 1 but, however, conforming instead to the system set forth in independent claim 18. It is submitted that the above-made amendments to the claims should render them allowable, noting that each of the currently pending independent claims contains allowable subject matter, as noted above. Newly added claim 43 (which replaces claim 8) defines the LAN as comprising a Bluetooth network (see also claims 25, 31, 37 and 42).

It is submitted, therefore, the previously standing rejection of claims 1-7 and 9-42, under 35 USC §103(a), over the combined teachings combination of the four references, as cited in Item 5, covering pages 2-6, of the official action, has been rendered moot in view of the above discussed amendments to independent claims 1, 18, 27, 33 and 39. It is submitted, however, agreeing to effecting such amendments as that discussed above, with regard to each of the independent claims, should not be construed as an acquiescence with regard to the merits of the outstanding rejection thereof. Rather, such amendments were effected in consideration of Applicants avoiding any further delay with regard to rendering the above-referenced application in condition for allowability. In this regard, the supportive discussion/rebuttal arguments presented in the responsive remarks of the Amendment of December 17, 2004 are incorporated herein for purposes of this response.

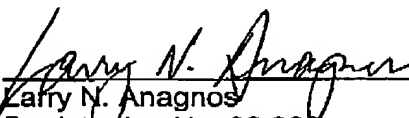
For at least the above reasons, reconsideration and withdrawal of the outstanding rejection as well as favorable action on all of the pending claims, as currently amended, and an early formal notification of allowability of the above-identified application is respectfully requested.

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If the Examiner deems that questions and/or issues still remain which would prevent the present application from being allowed at the present time, he is urgently invited to telephone the undersigned representative, at the number indicated below, so that either a telephone or personal interview may be arranged at the Examiner's convenience in order to discuss the same and hopefully resolve any remaining questions/issues present.

To the extent necessary, Applicant petitions for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of Antonelli, Terry, Stout & Kraus, LLP, Deposit Account No. 01-2135 (referencing attorney docket no. 0171.38896X00).

Respectfully submitted,
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